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**Motivation Letter and CV**

(Click the blue links above and below for more information)

I arrived in China 20 years ago and I worked as a professional with Italian groups, focusing on multinational projects in various economic segments.

In the associations, I covered roles for different organizations (Unindustria, Italy-Vietnam Chamber, Asia Council) and for CICC I have been an active member, working group coordinator, director, and treasurer granting support to the activities of the Italian business community in China for several years.

I covered roles in the governance of multinational companies including some of the largest Italian groups in luxury, food, and mechanical sectors (among others Parmalat, Giorgio Armani, Trussardi, Comer Industries, Veronafiere).

As an entrepreneur, I founded RsA Asia, a tax and advisory firm focusing on the Far East and I have been recognized as an auditor and a member of CPA associations. I cooperated with Shanghai University as a Research Fellow and have extensively published on investing in China, with books in different languages.

I decided to run for President after many years supporting the chamber, because I believe in today's complexity, we need to promote Italian business with experience, professionalism, passion and focus on every sector.

[Agenda for CICC](#)

(Focus on every sector, History, Geography, Advocacy, Missions, Business Matching, Study Center, Art of Doing Business, Italy-China Association, EU relations, Asian Network)

Focus on Every Sector

Promote every economic sector of CICC members with dedicated activities to boost key segments of export and direct investment (mechanical, food and beverage, pharmaceutical, fashion and design, chemical, automotive, luxury, education, sport, tourism, service, and others)

History of the Italian Chamber in China

Promote the roots and history of the Italian business community in China. The CICC was established in 1991, but in 1902, a group of Italian entrepreneurs founded a promotion committee that led to the creation of an Italian Chamber of Commerce in China over 120 years ago.

Geography of China

The CICC has developed an innovative tool for mapping the presence of Italian companies in the country. It is important to promote and further increase knowledge of new market trends in every province and prefecture.

Advocacy with Italian Institutions

Promote economic agreements for Italian companies regarding mobility, tax treaties, social welfare treaties, and economic support for trade and investments in China and the region.

Advocacy with Chinese Institutions

Promote cooperation with provincial CCPIT and local economic areas to understand and enhance incentives and advantages for Italian investments.

Rome-Beijing Missions

Participate in and promote more business missions between Italy and China to boost economic projects.

Business Matching

Promote business matching events with key Italian and Chinese companies in various industrial parks and economic sectors, in collaboration with local authorities.

Study Center

Establish a Study Center to share periodic economic data and trends on China's economy with all members.

Art of Doing Business

Foster more interactions between the CICC, the Italian Institutes of Cultures, and various art and cultural projects to showcase the quality behind Italian entrepreneurship.

Italy-China Association

Promote an Italy-China Association to facilitate synergies between the China-Italy Chamber, the Italian Chamber in Hong Kong, and the Italy-China Council Foundation.

Italy-EU-China Relations

Enhance relations between the CICC, the European Chambers, EUCCC, and business collaborations between Italian companies and European companies in China.

Asian Chambers Network

Boost interactions among Italian Chambers in the Far East, including China Mainland, Hong Kong and Macao, India, Japan, Malaysia, Pakistan, Philippines, Singapore, Thailand, and Vietnam.